GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3679
ANSWERED ON:08.08.2016
Agreement to Promote Tourism
Gogoi Shri Gaurav;Scindia Shri Jyotiraditya Madhavrao;Singh Shri Dushyant

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to sign any agreement or to establish an MoU on co-operation with national and international organizations in areas of Tourism including expansion of Bilateral co-operation, exchange of information and data related to tourism and encouraging co-operation between tourism stakeholders including Hotel and Tour Operators of various countries to promote tourism and if so, the details thereof, country-wise and organisation-wise;
(b) the extent to which tourism in the country has benefited out of these bilateral agreements;
(c) whether these agreements will help enhancing the number of foreign and domestic tourists and if so, the details thereof;
(d) whether the Government has issued any directions to the State Governments in this regard and if so, the details thereof; and
(e) whether the task of promoting tourism as per the said agreements has since commenced and if so, the progress made so far?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (d): The Ministry of Tourism has signed Memorandum of Understanding (MoU)/Agreements/Letter of Intent (LoI) for strengthening bilateral and multilateral tourism cooperation with various countries. The main objectives of such MoUs/Agreements/LoI include:

(i) Exchange of information and data related to tourism.
(ii) Cooperation between tourism stakeholders including Hotels & Tour Operators.
(iii) Exchange programmes for cooperation in Human Resource Development.
(iv) Investment in the Tourism and Hospitality sector.
(v) Exchange of visits of Tour Operators/Media/Opinion Makers for promotion of two way tourism.
(vi) Exchange of experience in the areas of promotion, marketing, destination development and management.
(vii) Participation in travel fairs/exhibitions in each other's country.

A list of MoUs/Agreements/LoI signed with other countries/organisations may be seen at Annexure-I.

(e): Under the framework of MoUs/Agreements signed with various countries, the Ministry of Tourism regularly participates in and organises Joint Working Group meetings to further discuss issues related to bi-lateral tourism cooperation. A list of Joint Working Group meetings held with different countries may be seen at Annexure-II.

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